



WOMENT SET SECTION

TIMELESS ESSENTIALS

WOMENT COLLECTION

EDIT II

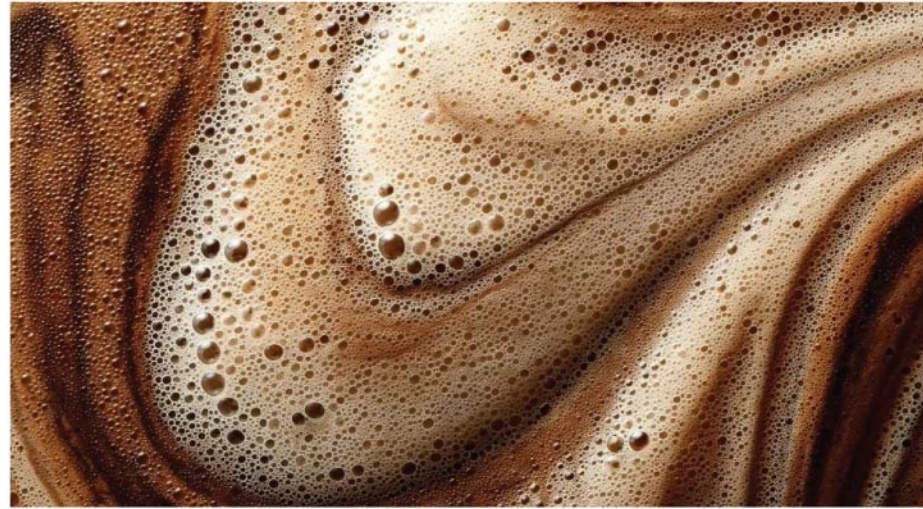
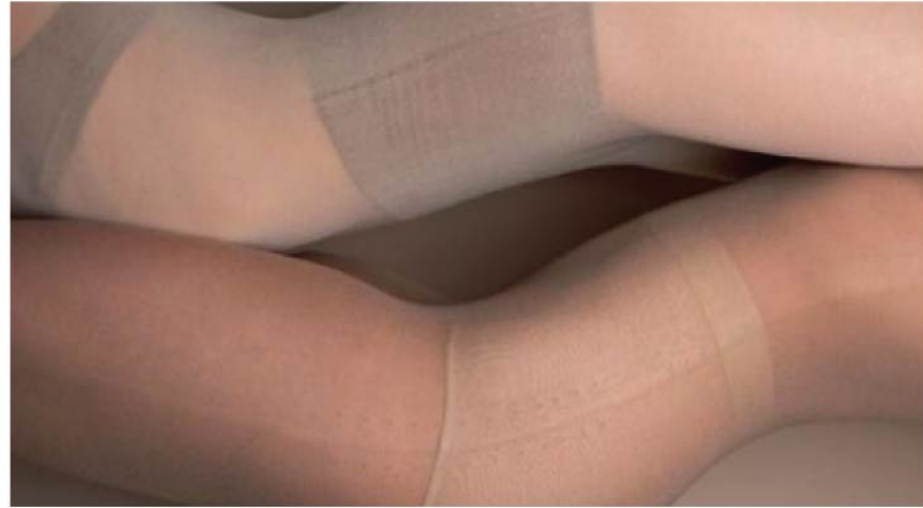
# TIMELESS ESSENTIALS



A COLLECTION OF  
REFINED PIECES MADE  
WITH PREMIUM MATERIALS  
TO BUILD A TIMELESS  
ESSENTIAL WARDROBE.

# CLASSIC 365 COLOUR PALETTE

*This perfect 365-day colour palette for a classic wardrobe consists of versatile neutrals like cream and shades of gray, complemented by timeless hues such as dark brown and pale pink. This palette allows for an effortless mix-and-match outfit, ensuring styles and sophistication throughout the year.*



**PANTONE**  
11-0907 TCX  
Pearled Ivory

**PANTONE**  
19-4014 TCX  
Ombre Blue

**PANTONE**  
13-1405 TCX  
Shell

**PANTONE**  
18-1321 TCX  
Brownie

**PANTONE**  
19-1419 TCX  
Chicory Coffee

**PANTONE**  
12-4302 TCX  
Vaporous Gray

NEW\*

**PANTONE**  
19-0303 TCX  
Jet Black

# BROWN HUES OF COCOA POWDER

SKIMS



CARINE GILSON



**KEY DATA POINTS:  
PINTEREST SEARCHES**

**Espresso Martini  
Outfits**

**Increase +312%**

**KEY DATA POINTS:  
PINTEREST SEARCHES**

**Coffee brown pants  
Outfits**

**Increase +632%**

**Leverage this colour's tactile quality to develop imagery that fosters feelings of comfort and sophistication.**

**Strategy:**

*Incorporate Key Colour into essentials campaigns to match Gen Z's preference for brown tones and their desire for sensorial experiences that reconnect them with the earth. Food-inspired browns are gaining popularity, with searches for "espresso martini outfits" increasing by +312% and "coffee brown pants outfits" rising by +632% (Pinterest).*

**Key creatives:**

*Lotta Volkova styled Miu Miu's campaign; Pull&Bear collaborated with Lennon Gallagher; and content creators Isa Bruns and Camila Rendón featured in BERSHKA's campaign*

# CATWALK TREND: MINIMAL

**+122%**  
MINIMAL



FW25 CATWALK  
VS  
FW24 CATWALK



RALPH LAUREN  
SS26

FFORME  
SS26

CALVIN KLEIN  
SS26

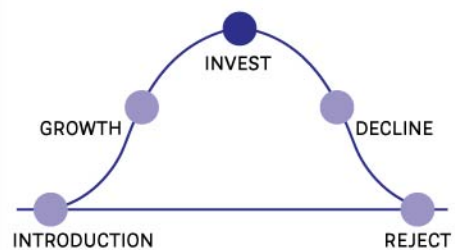
BOSS  
SS26

BOSS  
SS26

BALENCIAGA  
SS26

ALAÏA  
SS26

## TREND CYCLE



## MINIMAL

MINIMALISM DOMINATED THE SS27 RUNWAY WITH A STUNNING 122% INCREASE IN MINIMAL LOOKS COMPARED TO SS26. BRANDS LIKE BOSS AND CALVIN KLEIN EMBRACED CLEAN LINES AND SUBTLE PALETTES, SHOWCASING THE POWER OF SIMPLICITY. THIS SHIFT SIGNALS A STRONG RETURN TO REFINED ELEGANCE AND UNDERSTATED LUXURY IN CONTEMPORARY FASHION.

**TREND CONCEPTS //: SS27**

# NUIT DE LUXE (INTIMATES)



## FABRIC DIRECTION

Stretch Satin



## CREATIVE DIRECTION



## COLLECTION://

003-SS-00326 Underwire Balconnet Bra

003-SS-00327 Triangle Bra

003-SS-00328 String

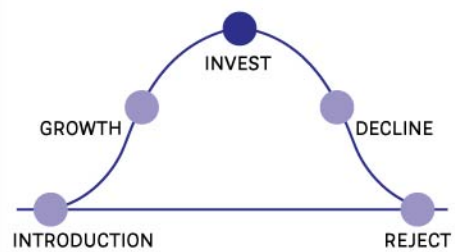
# CATWALK TREND: LINGERIE

**+1.2%**  
LACE GROWS



FW25 CATWALK  
VS  
FW24 CATWALK

TREND CYCLE



## LINGERIE INSPIRED

LINGERIE-INSPIRED DESIGNS TOOK CENTER STAGE ON THE SS26 CATWALKS, WITH LACE EMERGING AS A DEFINING ELEMENT. ITS POPULARITY SURGED, ADORNING EVERYTHING FROM BOUDOIR-INSPIRED PIECES TO IMPERFECTLY ROMANTIC CAMIS AND SLIP DRESSES WITH DELICATE LACE BORDERS. DESIGNERS EMBRACED SENSUALITY AND SOFTNESS, BLURRING THE LINES BETWEEN INTIMATES AND OUTERWEAR IN A BOLD, FEMINE STATEMENT.

**TREND CONCEPTS //: SS27**

# NUIT DE LUXE (INTIMATES)



## FABRIC DIRECTION

Stretch Satin



## CREATIVE DIRECTION



## COLLECTION://

003-SS-00329 Wired Padded Bra (w lace)

003-SS-00330 Underwire Bra (w lace)

003-SS-00331 Tanga (w lace)

# NUIT DE LUXE (SLEEPWEAR)



*Silk-blend options*

## FABRIC DIRECTION

*Matte satin*

*90gsm*

*97% POLYESTER*

*3% SPANDEX*

*Silk blend modal*

*96gsm*

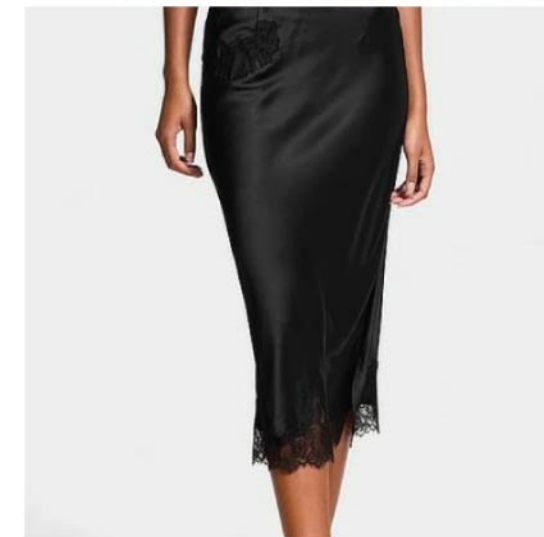
*53%VISCOSE*

*33%MODAL*

*14%SILK*



## CREATIVE DIRECTION



## COLLECTION://

### *Matte Satin with Lace*

*003-SS-00333 Slip dress*

*003-SS-00336 Midi skirt*

*003-SS-00335 Robe*

### *Silk-blend with Lace*

*003-SS-00332 Cami*

*003-SS-00334 Shorts*

# LUXURY FABRICS: SILK

## **Organic Silk:**

Organic silk sees silkworms food grown in adherence to organic farming without using chemicals, though the cocoon process is the same as standard silk, so it is not cruelty-free. Organic silk is more expensive than standard silk.

## **Recycled Silk:**

Using pre-consumer factory leftovers to make new fibre uses less processing than making silk from scratch, prevents discarded silk waste and avoids additional silkworm harvesting. Noil silk is made of the short fibres left over from combing or spinning silk and has a slightly matte, slubbed texture.

## **Plant and food based silk alternatives:**

These options will appeal to vegans and consumers who prefer animal-free fibres, and they can also feed into the circular economy.

**Lotus silk:** As well as feeding people and animals, the flower stem fibres of lotus plants can make soft, silky, strong, breathable, antibacterial fibre that blends well with other natural fibres. Lotus silk production is a chemical-free process, but its labour intensive to harvest, spin and weave.

**Other alternatives:** Cactus, banana leaf and pineapple leaf cellulose can make plant based silk fibres which come with more vegetal, raw-silk handles.

## **Lower-priced manmade cellulosic silk alternative:**

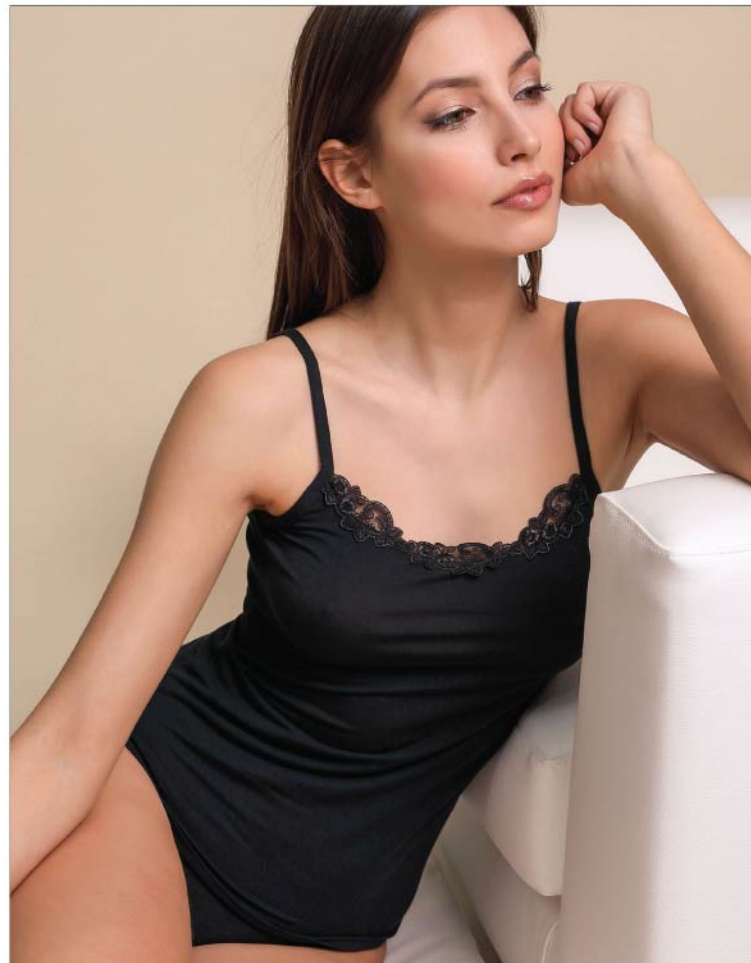
**Viscose rayon:** Viscose rayon is known in the industry as artificial silk. It has a silky look but its touch is more akin to cotton. It can be made to be safely biodegradable and can be sourced from renewable tree-pulp resources. Its processing involves heavy chemical and water use.



# LUXURY FABRICS: SILK MODAL BLENDS

## MODAL BLENDS WITH LUXURY YARNS RISING ACROSS SLEEP AND INTIMATE CATEGORIES

We are seeing an increasing number of brands incorporating luxury blends, not just in sleepwear, but also into lingerie. Modal blends in underwear offer a combination of benefits including exceptional softness and comfort, making them ideal for sensitive skin. They are also breathable and moisture-wicking, keeping you dry and fresh, while their durability and shape retention ensure they last through many washes. Additionally, modal is an eco-friendly fabric, and blends can provide enhanced stretch and added properties like antibacterial or hypoallergenic qualities.



**Vittoria B**  
Silk Modal Blend



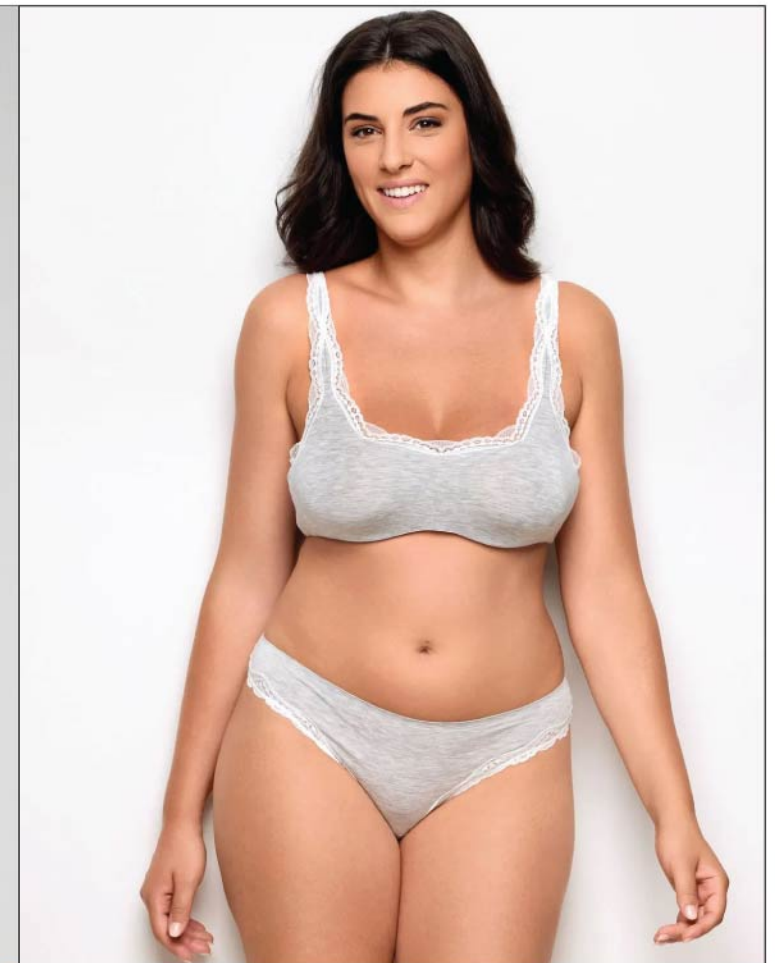
**Cuup**  
85% Modal, 10% Spandex,  
5% Silk



**Calvin Klein**  
Silk Modal Blend



**Intimissimi**  
81% Modal, 14% Silk  
5% Elastane



**Yamay**  
85% Modal, 10% Seta,  
5% Elastane

# SILK COMFORT



## FABRIC DIRECTION

MODAL/SILK

85% Modal, 10%Silk

5% Spandex jersey



## CREATIVE DIRECTION



## COLLECTION://

003-SS00318 Cami

003-SS-00319 Sleep short

003-SS-00317 Underwired padded bra

003-SS-00316Thong

003-SS-00315 Teddy

# GO BACK TO BASICS

## Concept:

Overwhelmed by an abundance of trends, young consumers are turning to minimalism as a way to combat the fatigue that comes with having too many choices.

## Design Direction:

adopt a stripped-back approach to campaigns, with minimal backdrops and locations that nod to realism. Romanticise the ordinary by highlighting the mundane qualities of everyday life. For instance, searches for “minimal” on Depop are up +803% (Depop).

## Key Items:

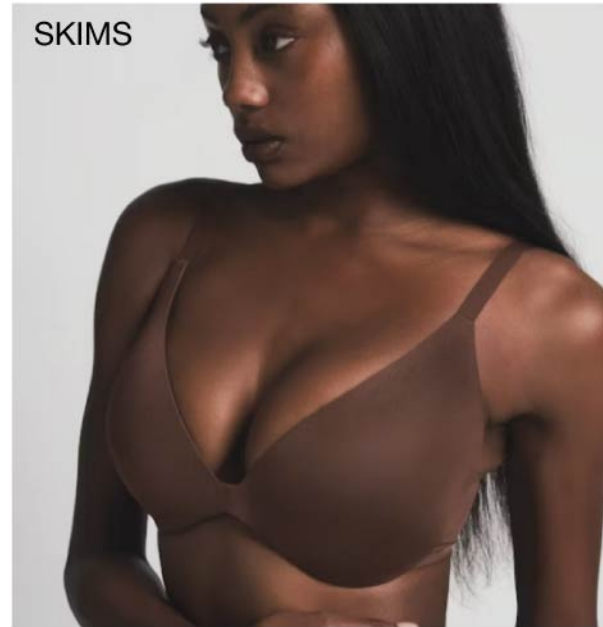
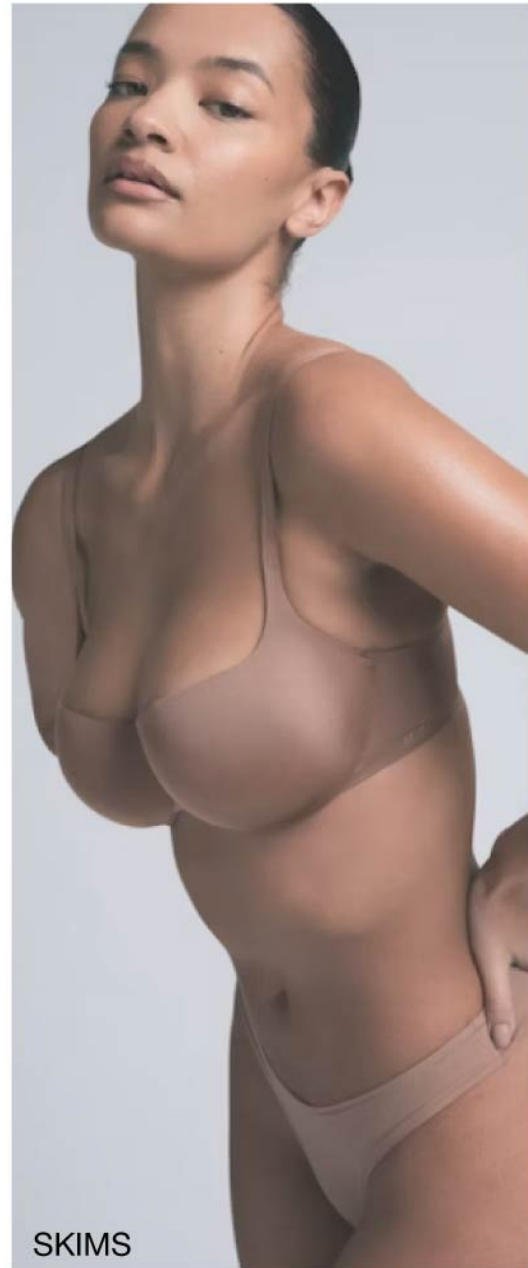
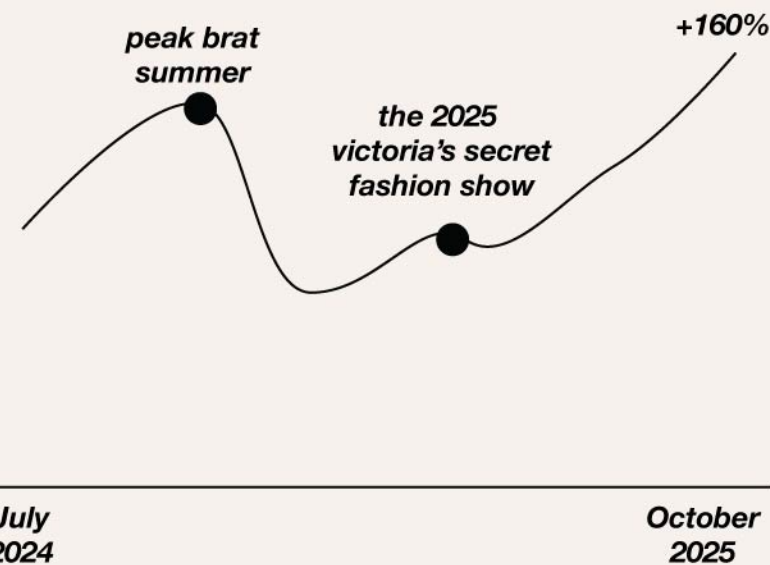
- Sheer bras
- Bralette



# RETURN OF THE PUSH-UP BRA

## return of push up bra's: the data

popularity of push-up bras based on analyses  
ran on 12k+ online posts + google search data.  
Search results for 'wear everywhere push up bra'



## Is the return of the push-up bra a massive step backwards for women?

The resurgence of underwired bras evokes nostalgia for the push-up bra era of the '90s, epitomized by the Wonderbra ad featuring Eva Herzigová. While recent trends favored bra-free comfort at home, the return to structured bras, exemplified by Kim Kardashian's Skims brand, signals a shift towards a more defined silhouette. Sales of underwired bras have surged post-pandemic, reflecting a renewed interest in a "return to sexy". The history of underwired bras dates back to the 19th century, evolving with changing fashion ideals and women's needs. The debate over bra-wearing for comfort or aesthetics continues, with a growing emphasis on individual choice and body positivity. The inclusivity and comfort-focused approach of modern underwired bras suggest a more feminist and empowering direction in lingerie fashion. This balance between traditional underwired support and the bra-free movement represents a shift towards embracing diverse preferences and styles in undergarments.

# SUEDE SATIN - PUSH UP EDIT



## FABRIC DIRECTION

Brushed Micro Satin  
66% Recycled Polyamide,  
34% Elastane  
/120g/m2



## CREATIVE DIRECTION



## COLLECTION://

003-SS-00324 Wireless Super Push Up Bra

003-SS-00325 Wired Push Up Cami

# SUEDE SATIN - MULTIWAY

1

Regular



2

Low Back



3

Cross Back



4

Halter Neck



## FABRIC DIRECTION

Brushed Micro Satin

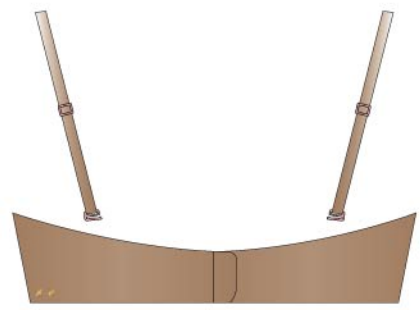
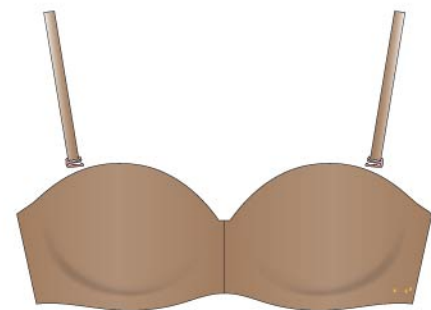
66% Recycled Polyamide,

34% Elastane

120g/m<sup>2</sup>



## CREATIVE DIRECTION



## COLLECTION://

003-SS-00322 Multiway Plunge Bra

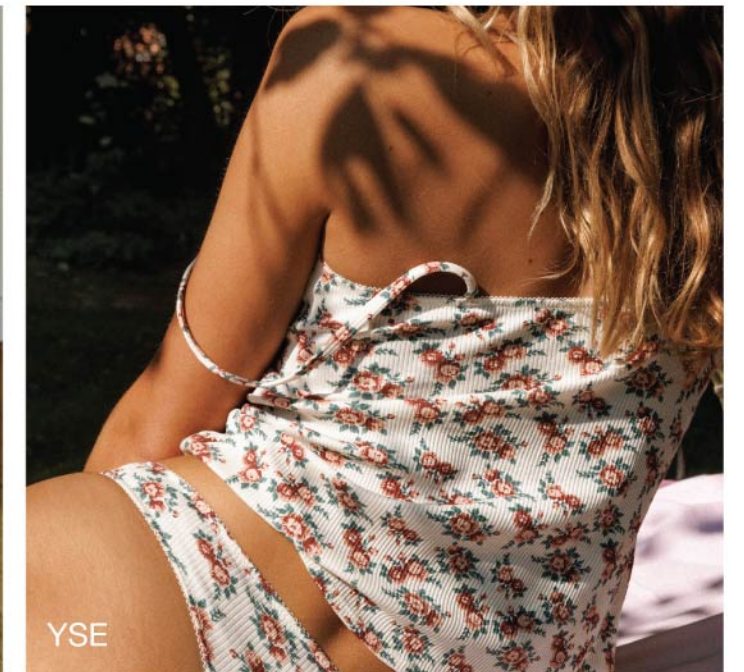
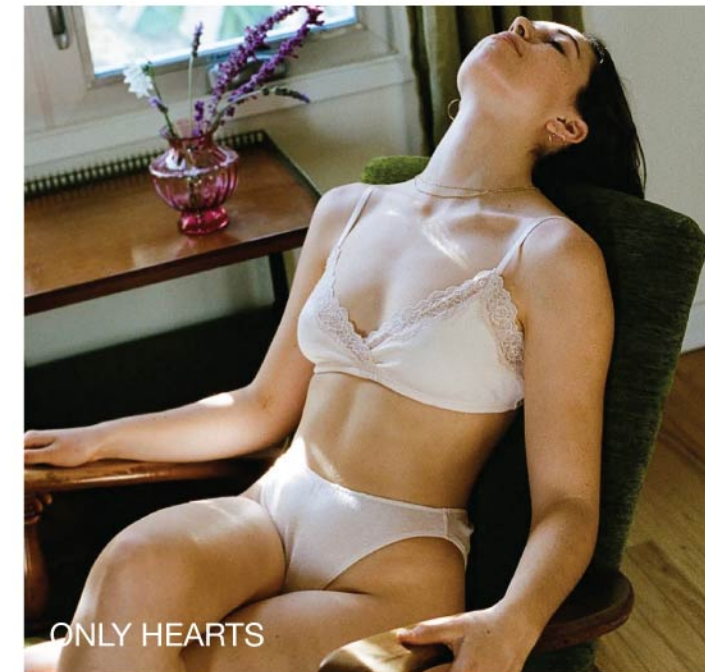
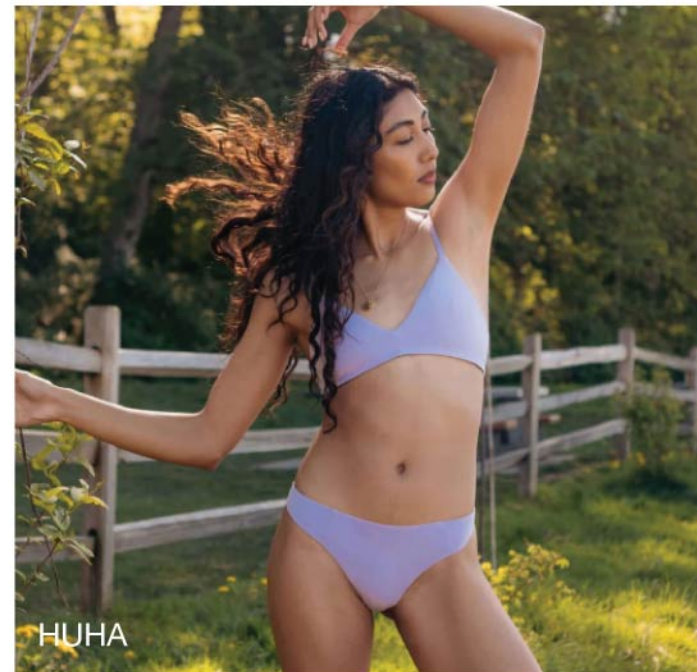
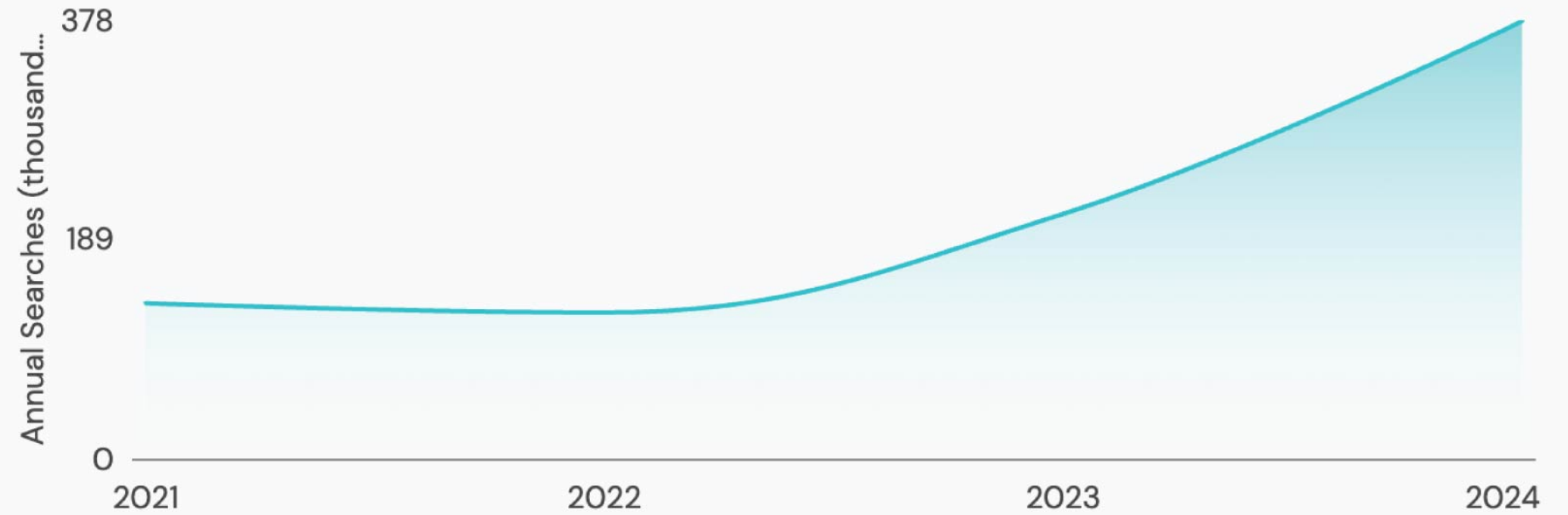
003-SS-00323 Multiway Strapless Bra

# CLEAN COTTON

***Skin-safe underwear made with clean ingredients is becoming increasingly important as consumers seek to protect their health in a changing environment.***

*Clean cotton underwear is experiencing a surge in popularity, with a remarkable 93% year-over-year growth in searches. This trend reflects a growing consumer desire for organic, natural materials that prioritize both comfort and sustainability. Clean cotton is breathable, hypoallergenic, and free from synthetic chemicals, making it ideal for sensitive skin and everyday wear. As climate change continues to shape consumer behavior, people are increasingly drawn to products that offer a sense of safety, authenticity, and connection to the natural world. Choosing clean cotton underwear is more than a fashion statement—it's a conscious decision to support environmental responsibility while embracing softness and purity in intimate apparel. This shift signals a deeper movement toward mindful living, where even the smallest choices, like underwear, reflect a commitment to health, ethics, and the planet.*

Google searches for "organic cotton underwear" have grown by 93% YoY



# LIGHT AS A FEATHER



MIU MIU



ALBERTA FERRETTI SS26



INTIMISSIMI

## KEY DATA POINTS: SS26 RUNWAY

**Sheer/Transparent**

**Increase searches  
during fashion month**

## The Concept:

*Delicate and romantic lingerie will have a cloud-like lightness and appear to disappear..*

## Materials:

*Lightweight natural materials that have light-weight qualities with voile-like lightness. Explore lightweight cottons, FSC-certified modal, lyocell or viscose.*

## Colour:

*Take a minimalist approach to colour, using barely there tints and nude hues,*

## Relevant for:

*Unlined lingerie including bodies, slips, and briefs.*



NAGNATA

'ENERGY IS EVERYTHING'



# FEATHER-LIGHT COTTON (INTIMATES)

## Cup Solutions

Soft pad.  
Soft handfeel  
with concealed wire



Soft

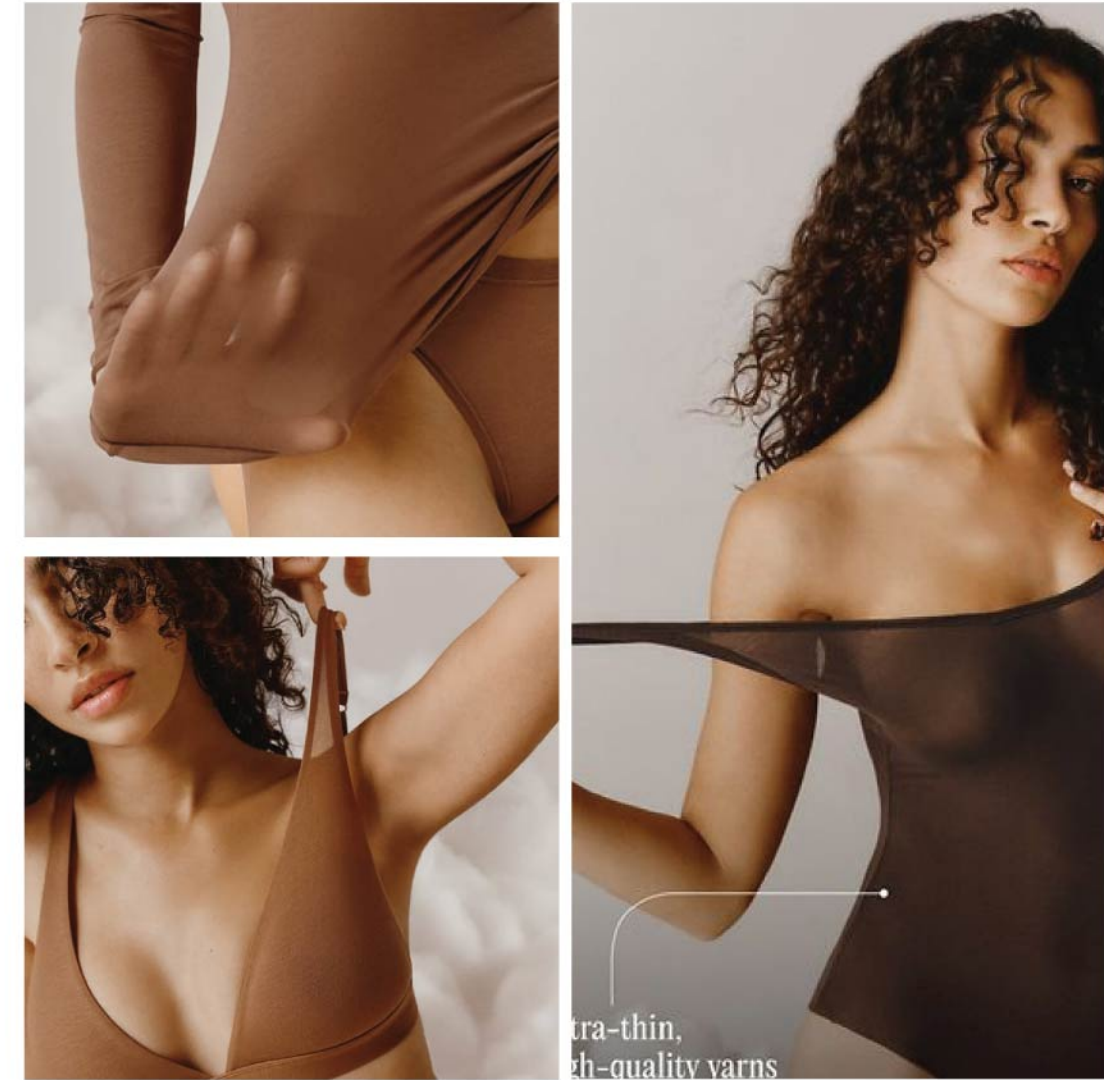


## FABRIC DIRECTION

Ultralight Cotton  
87% Cotton, 13% Spandex  
90g/m2



## CREATIVE DIRECTION



ultra-thin,  
high-quality yarns

## COLLECTION://

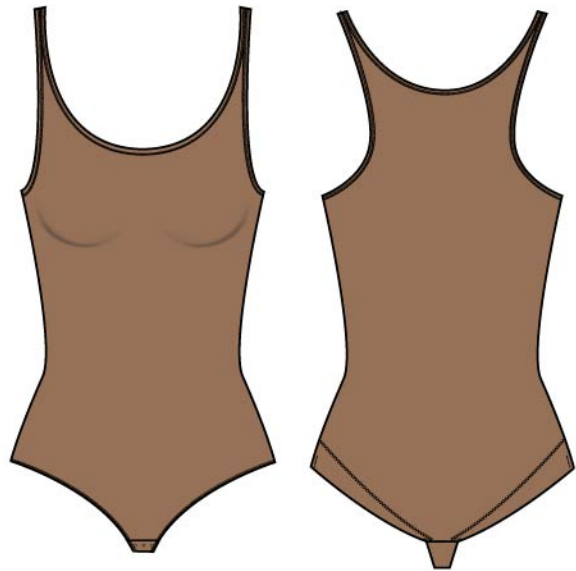
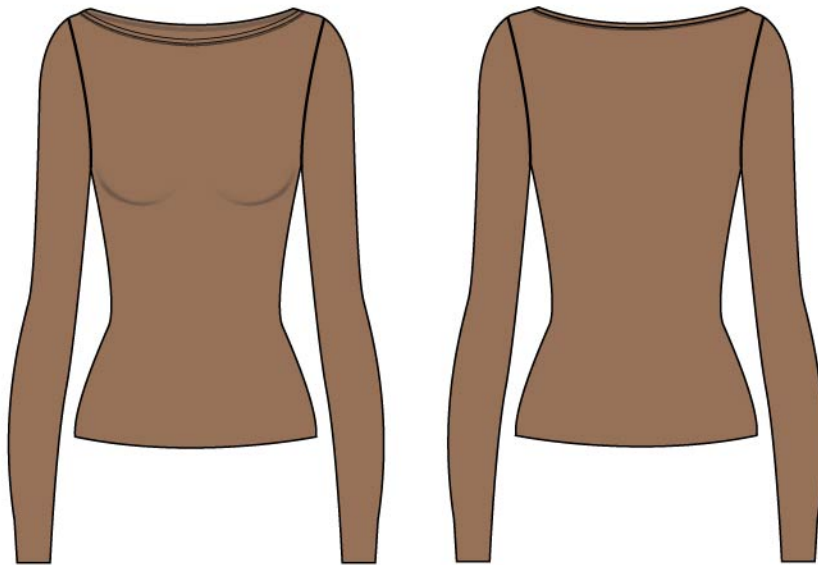
003-TT-00051 Triangle Bra

003-TT-00052 Unlined High Apex Bra

003-TT-00053 Padded Bra with Concealed Wire

003-TT-00054 Tanga

# FEATHER-LIGHT COTTON (SLEEPWEAR)



## FABRIC DIRECTION

Ultralight Cotton  
87% Cotton, 13% Spandex  
90g/m<sup>2</sup>



## CREATIVE DIRECTION



## COLLECTION://

003-TT-00056 Boatneck top

003-TT-00055 Scoopneck bodysuit

RANGE EXTENSIONS

SUEDE SATIN COLECTION



NUIT DE LUXE COLECTION

INTIMATES



SLEEPWEAR



Silk-blend options

\*NEW CONCEPTS



\*NEW CONCEPTS



SUEDE SATIN (PUSH UP)

003-SS-00324  
Wireless Super Push Up Bra

003-SS-00325  
Wired Push Up Cami

SUEDE SATIN (MULTIWAY)

003-SS-00322 Multiway Plunge Bra  
003-SS-00323 Multiway Wireless Bra

SMOOTH SATIN

003-SS-00326  
Underwire Balconnet Bra  
003-SS-00327  
Triangle Bra  
003-SS-00328  
String

SATIN WITH LACE

003-SS-00329  
Wired Padded Bra (w lace)  
003-SS-00330  
Underwire Bra (w lace)  
003-SS-00331  
Tanga (w lace)

SATIN WITH LACE (Sleepwear)

**Matte Satin with Lace**  
003-SS-00333 Slip dress  
003-SS-00336 Midi skirt  
003-SS-00335 Robe  
**Silk-blend with Lace**  
003-SS-00332 Cami  
003-SS-00334 Shorts

SILK COMFORT

003-SS00318 Cami  
003-SS-00319 Sleep short  
003-SS-00317 Underwired padded bra  
003-SS-00316Thong  
003-SS-00315 Teddy

FEATHERLIGHT COTTON (INTIMATES)

003-TT-00051 Triangle Bra  
003-TT-00052 Unlined High Apex Bra  
003-TT-00053 Padded Bra  
with Concealed Wire  
003-TT-00054 Tanga

FEATHERLIGHT COTTON (SLEEPWEAR)

003-TT-00056 Boatneck top  
003-TT-00055 Scoopneck bodysuit

CARRY OVER STYLES FROM FW26/27

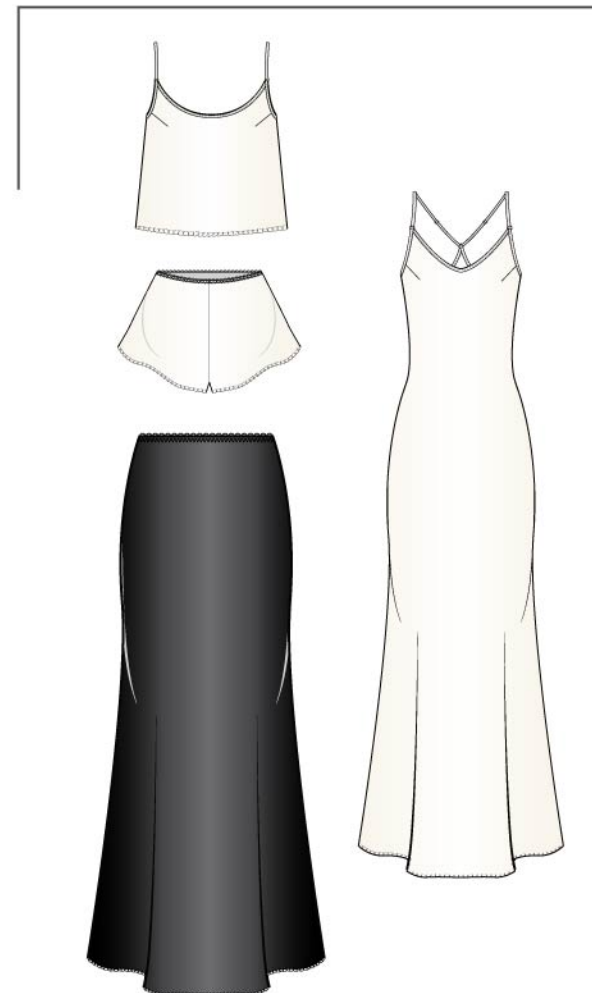
SUEDE SATIN COLECTION



SUEDE SATIN

- 003-RR-00527 Wired push up plunge
- 003-RR-00528 Wired push up balconnet
- 003-RR-00529 Wireless push up demi
- 003-RR-00530 Thong
- 003-RR-00531 Brazilian
- 003-RR-00532 Boyshorts
- 003-RR-00533 Push up bodysuit

NUIT DE LUXE COLECTION



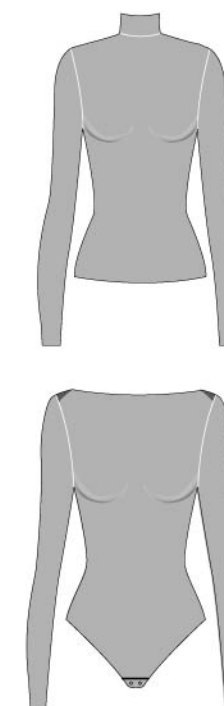
NUIT DE LUXE (SATIN)

- 003-RR-00402 Triangle bralette with removable pad
- 003-RR-00403 Underwire bra
- 003-RR-00404 Brazilian brief
- 003-RR-00393 Open-back cami
- 003-RR-00392 French knickers
- 003-RR-00394 Maxi cami dress
- 003-RR-00395 Mid-waist skirt



CLEAN CUT COTTON

- 003-RR-00502 Scoopneck bodysuit
- 003-RR-00506 Turtle-neck sleeveless top
- 003-RR-00505 Squareneck tank
- 003-RR-00503 V-neck long-sleeve bodysuit
- 003-RR-00504 Scoop neck tee



INVISIBLE LAYERS

- 003-SS-00054 Turtleneck top
- 003-SS-00053 Boat-neck bodysuit